

**San Mateo Library  
Plan of Service  
May 2002**

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Appendix A – Peninsula Library System Plan of Service for 2002-2003

## **San Mateo Public Library Plan of Service**

### **I. EXECUTIVE SUMMARY**

Building inflexibility and a lack of space have limited the Library's ability to meet fully the needs of this dynamic, multifaceted, information hungry community. A new Main Library will afford the opportunity to meet the longstanding needs of residents in the service area. In evaluating the results of the Needs Assessment, the Library has formulated plans for the following services to be provided:

#### **Expanded Resources**

An expanded collection in print, electronic database and media formats will meet demands in all subject areas, and address the specific needs identified by the Needs Assessment for world language materials, literacy for those who cannot read and recent immigrants, and students who have limited resources at home and school and need access to library resources after school. The overall collection will increase 64% with a 215% increase for the children's print, 700% increase in children's non-print, and an 84% increase for world language collections.

#### **Up-to-date Technology and Training**

Technology included in the goals and services of the new library will bring more resources to the public. The Plan of Service includes use of an automated return system and self-check out to free staff to provide direct services, wireless communications and mobile devices to free staff from desks to assist users, training for staff and public to improve knowledge of computer use research into new technologies, and the flexibility to adapt to new products and services.

Use of technology and training are fully integrated into the service at the new library. These plans expand on current technology and training which is fully booked at the current library. The Plan of Service provides more staff, an increase of 15.34 FTE, improved training through the use of a computer lab with hands on training versus the current demonstration training, and use of technology to free staff to assist users rather than scheduling computer use, giving directions, and checking books in and out. Databases and on-line catalog can be accessed 24/7.

#### **Homework and Tutoring Assistance**

The growth in resources will make it possible to direct and assist students with homework assignments and tutoring needs. The elementary school district estimates that 30% of its students do not have a computer at home. According to school surveys, school libraries and computer labs are not available after school and on weekends. The library will be open after school and evenings four days a week, open until 5 PM on Friday and Saturday and open from 1:00 PM to 5:00 PM on Sundays.

Staff will have the resources needed to assist students and adequate computers. There will be Study Rooms where students can work on group projects. Training for use of resources, particularly electronic will help students to identify and use resources with quality information.

**Increased Resources for World Languages**

The library plan increases print and media collections for the growing population whose native language is not English. The needs assessment shows growth in these populations and high use of small collections at the current library. In addition to the collections, there will continue to be bilingual storytimes and computer training and Internet subject trainings in other languages. There will be improved training with a computer lab that provides hands-on training and more meeting and conference rooms, so that these trainings do not have to compete for space.

**ADA**

The physical facility will be much improved for access, making it easier for people in wheelchairs and with other mobility needs to access all services and materials. The visually impaired will have access to a 4000 tape and CD collection audio books, 500 captioned DVD's and videos will be available for the deaf and hearing impaired. Most workstations will be accessible with Zoom Text, to provide screen magnification and audible screen reading. A VersiColor XL magnification will allow patrons to read materials on a color monitor.

**Literacy**

Project Read, the library's adult literacy program, will have a separate computer training lab with software installed assist in learning to read. The lab also allows students and families to become computer literate, a need fast becoming second to reading and writing literacy as a needed life skill. Study rooms will provide much needed tutoring space. Training for tutors will take place in the meeting and conference rooms.

**Teen Resources**

A teen area will provide a place for teen focussed materials such as college catalogs, magazines, and fiction. This space will also have study rooms and be located near the media collection. The library will meet teen needs for computers, on-line resources, study areas for group assignments and multi-media collections.

**Business**

The library will continue its focus on the business collection and services for San Mateo and for the county. An expanded print and electronic connections and a full-time business librarian ensure support to San Mateo's businesses. Training and collaboration with the Chamber of Commerce, the Hispanic Chamber of Commerce and the Downtown Association will continue. Meeting space will be available to host meetings of these groups to showcase the library's services.

**Seniors**

The growing number of Seniors continues to fill technology classes. The plan of service for the new library provides more training on computer use. The collections address topics of interest to Seniors including health, health insurance, investment and genealogy. Classes are planned for specific training on using the Internet to learn more about these topics. Physical access improvements including wider aisles, shelving height, acoustics and lighting will improve all services for seniors.

## **II. MISSION STATEMENT**

The library staff developed the following vision and mission statement that was approved by the Library Board of Trustees.

### **The VISION**

**San Mateo Public Library: A wonderful collection of resources and a friendly staff to help everyone enjoy, connect and discover.**

### **The MISSION**

- 1. Provide resources that preserve the past, reflect the present and explore the future;**
- 2. Serve as a gateway for information through technology;**
- 3. Engage in partnerships;**
- 4. Promote literacy; and**
- 5. Invest in a knowledgeable, skilled and responsive staff who offer quality information to a diverse community.**

### **III. STRUCTURE AND ROLES**

The San Mateo Public Library, a department of the City of San Mateo governed by the San Mateo City Council under the direction of the City Manager and Board of Directors composed of all City department heads. The Library Board of Trustees appointed by the City Council approves library policies, and the San Mateo Public Library Foundation provides financial support. The library offers library services to San Mateo residents in cooperation with the Peninsula Library System (all public and community college district libraries in San Mateo County.) All of the PLS libraries are linked by means of a shared automated system and telecommunications network. A delivery system aid in providing public access to shared networked resources. Resources available to San Mateo residents are expanded through the shared network with the Peninsula Library System, which allows the public to search a virtual collection of 2.5 million volumes from any of the 34 library sites in the county. Daily delivery within the county maximizes access to the collection. An on-line database of magazines and newspapers accesses 1,665 volumes and 930 full text articles.

The Library Department operates under the direction of the City Librarian, and a Management Team composed of an Operations Manager, Library Coordinators and representatives of seven work unit teams: Reference, Children's, Circulation, Technical Services, Branch Libraries, Project Read and Business Operations. These teams along with five additional cross-functional teams are organized to improve communications, productivity, and flexibility toward the ultimate goal of exceptional customer service.

The five cross-functional teams with representatives from each work unit meet monthly with a goal to provide leadership, coordination and support in activities involving all work units. These

teams are: Outreach and Marketing, Collection Development, Automation, Volunteer Development, and New Library.

#### IV. GOALS, OBJECTIVES AND SERVICE INDICATORS

These goals, objectives and service indicators reflect library planning for the next two years and preparation for service to meet community needs in a new library in 2005. Goals, objectives and service indicators are:

**Goal: To provide timely, accurate and useful information for community residents in their pursuit of professional and personal interests.**

Objective:	Answer in person, phone and e-mail information requests.
Service Indicator:	Number of requests answered.
Objective:	Provide access and train library users to access the Internet and other electronic resources. Other resources include business and other databases on CD-ROM and online access to magazine and newspaper indexes including 1200+ full-text journals.
Service Indicator:	Number of users. Number of training programs and attendance. Program evaluations.
Objective:	Provide subjects area Internet classes on topics of interest to community:
Service Indicator:	Number of classes and attendance. Class evaluations.
Objective:	Make new fiction available to public within 1 week of receipt and nonfiction books available within 6 weeks of receipt. High demand materials to go on shelf within 3 days.
Service Indicator:	Random sample one week per month.
Objective:	Collaborate with community agencies and other organizations to share resources and co-sponsor informational programs on employment, legal issues and other topics of interest to the community.
Service Indicator:	Number of programs and attendance. Program evaluations.
Needs Met:	Responds to need expressed for more technology-based resources and communities desire for quick access to extensive resources. The use of electronic resources will be supported by training and programs using the technology. Meets need for instructional programs on Internet training and electronic resources.

**Goal: Maintain and develop a collection in a variety of formats that meets and reflects the needs and interests of a changing community.**

Objective:	Maintain, develop and expand materials collection in all formats to meet community needs and preferences and purchase materials to meet needs.
Service Indicator:	Collection size by subject and format. Circulation statistics by subject and format. Ongoing surveys and assessments of community needs.
Objective:	Develop and implement an acquisition plan for new materials and their integration into the current collection to realize the collection goals in the library building program and meet community needs identified in the Community Needs Assessment by December 2004. (See "5. Collections," Page 20
Service Indicator	Plan written and implemented.
Needs Met:	The Needs Assessment established the need for larger collections including expanded world language offerings, especially Spanish and Chinese, expanded literacy materials collection, and an increase in ESL. Will also meet needs for a greatly expanded children's collection. Provides a plan to meet needs and continue to assess and maintain the collection.

**Goal: Give children and young adults the opportunity to discover the world, through a variety of materials and programs that inform arouse curiosity and awareness, including provision of materials for school assignments, working in cooperation with schools and community organizations help develop a lifelong love of reading and using the library.**

Objective:	Provide programs for all ages of youth: storytimes including bi-lingual in the three libraries, off-site storytimes in childcare centers and homes; programs or library orientations for school age children; visits to schools, summer reading program for pre-readers and school age children.
Service Indicator:	Number of programs and attendance. Circulation Summer Reading program participants
Objective:	Provide training sessions in use of the Internet and child safety on the Internet for parents and children and continue ongoing individual instructional assistance.
Service Indicator:	Number of training sessions and attendance.
Objective:	Implement Student Research Center joint cooperative project with school district.
Service Indicator:	Number of students served.

Objective:	Implement on-going community-wide literacy activities with Kids and Families First including presentations at schools and an annual reading promotion at the Hillsdale Shopping Center.
Service Indicator:	Number of activities
Objective:	Conduct infant story time, including presentations to parents on the value of reading to their children at earliest age and develop related booklists and materials for parents to use with infants and toddlers.
Service Indicator:	Number of programs and attendance; number of booklists prepared and materials ordered.
Needs Met:	The Needs Assessment found that Children's needs had been underserved due to severe space limitations in the existing library. To meet the expected 16.3% growth in this age group, plans include: programs from infant to school age children, computer training, school partnering through Kids and Families First and the Student Research Center. Close partnering with the schools will ensure that collections and resources reflect the needs of teachers, parents and students. Based on discussions with the school district, the joint program will fill the need for learning how to find and evaluate information on electronic data sources, serving to augment the school's limited capacity for library training and use. Bi-lingual and ethnic programs will reinforce expanded world language collections.

**Goal: To provide free, confidential, and goal-directed basic literacy tutoring in small groups or one-on-one to adults over 16 who wish to improve their literacy skills so they can meet their goals and be effective as family members, as workers and as community members.**

Objective:	Provide instruction in the use of computers for students and tutors enrolled in Project Read.
Service Indicator:	Hours of tutoring per year.
Objective:	Provide a Families for Literacy Program (FFL) with participation of 50 % of FFL eligible families, including story reading, free books, craft activity and instruction in using the computer with the whole family so parents can support their children's formal and informal education.
Service Indicator:	Number of programs and attendance.
Objective:	Provide basic English Tutoring Classes at San Mateo elementary schools for mothers who had little education in their first countries.
Service Indicator:	Number of classes offered and attendance.



Needs Met: Meet increased need for literacy programs as a result of diversity changes.

**Goal: Recruit and select volunteers to extend and enhance library services for the community.**

Objective: Prepare for expanded volunteer program at New Library including docent volunteers for tours, volunteers for the Student Research Center joint program with the school district, and volunteers for the book sale.

Service Indicator: Plan prepared and number of volunteers recruited and trained.

Objective: Train volunteer storytellers for Get Ready, Get Set, Read!, a program in which volunteers take storytimes to day care centers and licensed day care homes, and add 3 new sites for a total of 15 sites.

Service Indicator: Volunteers trained and sites assigned.

Objective: Train volunteers for Project Read literacy program and match to students.

Service Indicator: Volunteers trained and number of students assigned.

Objective: Use marketing techniques to recruit volunteers: purchase commercial advertisements, develop a Volunteer bookmark to market Volunteer opportunities focusing on Project Read Tutors, Get Ready, Get Set, Read Story Tellers, Student Research Center Assistants and Homebound Book deliveries.

Service Indicator: Track volunteers recruited by source.

Needs Met: Volunteers will primarily support children's and literacy programs, areas identified in the Needs Assessment as growing and needing more service and the new Student Research Center.

**Goal: Make electronic resources available to library users and staff, coordinate the automated activities of the library including acquisition, maintenance and support of equipment, identify, evaluate and implement new technologies and liaison with the City Department of Information Technology (DoIT) and the Peninsula Library Automated System (PLAN) staff.**

Objective: Integrate electronic cataloging resources by September 2002.

Service Indicator: Electronic cataloging resources integrated.

Objective: Establish technology standards for desktop, hardware and software. Write a training plan for staff including minimal levels of technical competency for staff. Coordinate technical training for staff. Train to meet minimum levels of technical competency.

Service Indicator: Staff at minimum level of technical competency.

Objective:	To run hardware and software optimally, initiate repairs or alternate solution within 24 hours, develop routine maintenance schedule.
Service Indicator:	24-hour response record.
Objective:	Identify, evaluate, and implement new technologies, attend training sessions and demonstrations. Evaluate and compare the use of wireless technology in temporary library in preparation for new library.
Service Indicator:	Record of technologies evaluated.
Objective:	Assist in planning for the installation and use of new technologies (RFID, automated return system, self-check out) that will improve processing, access, and support increased circulation in the new library.
Service Indicator:	Successful Installation Self-check out use.
Needs Met:	Meets need for access to technology-based resources and staying abreast of current technologies, especially for students as expressed by schools, for business, and for seniors.

**Goal: Coordinate and support outreach and marketing activities for library services. Encourage the community's full use of the New Library and ensure that all segments of the community feel welcome and come to the library and take advantage of all it offers.**

Objective:	Produce a road show kit for outreach and offer training to staff and volunteers to develop as library marketers.
Service Indicator:	Number of outreach activities. Kit developed and staff trained.
Objective:	Promote the new library as a fun, more appealing place through tours and orientation in multiple languages.
Service Indicator:	Number of tours and attendance.
Objective:	Market Library collections through topical displays.
Service Indicator:	Number of displays, books checked out.
Objective:	Promote the library in the community by participating in 12 off-site outreach activities per year to register new customers for library cards and support in-library programs. Include multiple language programs
Service Indicator:	Number of return check-outs by customers registered off-site Program attendance.
Needs Met:	Informing the community through brochures, and orientations and resources in multiple languages that the library has the resources and services to meet the needs identified and expressed.

**Goal: Develop plans for relocation during library construction and manage the planning and move into the new building, ensuring that services are provided as described in the Plan of Service.**

Objective: Prepare plan and coordinate move of computer systems working with DoIT and PLAN.

Service Indicator: Plan prepared and agreed to.

Objective: Plan the move of circulation operations to temporary facilities and the return of library materials during period of closure for moves.

Service Indicator: Plan prepared.

Objective: Prepare for expanded volunteer program at New Library, including docent volunteers for tours and volunteer need for Student Research Center, the new joint program with the school district.

Service Indicator: Number of volunteers recruited and trained.

Needs Met: Assure that services and programs to meet needs are available for the public.

## **V. TYPES OF SERVICES**

### **Overview of Services**

The San Mateo Main Library provides information to over 650,000 customers annually, through books, magazines, newspapers, music, electronic databases, phone inquiries and film in a variety of formats: paper, cassette, CD's, videos, computer software, microfiche/microfilm and on-line systems. Library staff engages the public in ongoing needs assessment to select, purchase and help people find the right information. Programs and training are a standard part of service to introduce library collections, market services and enhance use of technology and electronic resources. Services to children have grown with the increased number of children in the community and work with the school district. Non-English language collections include Spanish, Chinese, French, Farsi, Japanese, Italian and Russian. Within the Peninsula Library System, San Mateo's Main Library has a collection emphasis on business resources. A full-time Business Reference Librarian is employed to develop and coordinate programs and services in connection with the business collection.

Resources available to San Mateo residents are expanded through the shared network with the Peninsula Library System, which allows the public to search a collection of 2.5 million volumes from any of the 34 library sites in the county. Daily delivery within the county maximizes access to the collection. An on-line database of magazines and newspapers brings 1,665 volumes and 930 full text articles. Library cardholders with computer access have the catalog, databases and reference service available twenty-four hours per day.

To meet the identified needs the Library has re-evaluated its programs and services annually with careful attention to the special populations and interests of the community.

### **A. Detailed Description of Services**

#### **1. Information Services**

The Library provides information on a broad range of topic related to school, work and personal life and promotes a lifelong learning environment. Professional librarians and library assistants will provide services at three information desks; two to three librarians and two library assistants will be on duty during all service hours. Staff provide reference and research assistance, readers advisory, instructions on using the library's print and online resources, and develop and present library programs for teens and adults on a wide variety of topics

Library staff at three public service desks will provide timely, accurate and useful information from a variety of sources to satisfy a broad range of community needs. Information provided may range from answering practical questions, providing consumer information, to assisting with specialized research. Information will be obtained from print and non-print resources, on-line resources and the Internet. The Library will promote on-site, telephone, e-mail, and on-line reference services. In addition to providing service at Information Desks librarians in the New Library will use wireless phones and computers to roam the floors offering help.

The Library provides lifelong learning opportunities by assisting patrons who desire self-directed personal growth. The Library provides and maintains an extensive collection of circulating materials on a wide variety of topics in which patrons have a continuing interest. The Library develops pathfinders or collection guides to assist patrons in learning about specific subjects or topics for which there are frequent requests. The Library will continue to identify the unique interests and lifelong learning needs of the community in areas such as hobbies, finances, medical and consumer information, and in conjunction with the library's collection development plan, to emphasize those areas in the nonfiction collection.

## **2. Collection Development**

The Library provides a collection of current books, audio books, compact discs, DVDs, magazines and newspapers for adults and children that are selected to fulfill customers' needs for information about popular cultural and social trends and to meet their desire for satisfying recreational reading. Best sellers and titles in high demand are available in multiple copies. In the New Library, New Books will be conveniently available and prominently displayed on shelving close to the Library's entrance. To anticipate public demand, the staff keeps abreast of pre-publication review sources and publisher advertising campaigns. The staff is knowledgeable about the content of best-selling titles and the style of popular authors and offers guidance to customers. The planned Reading Room in the Information Services section of the New Library will have comfortable lounge chairs, reading tables, display areas, and excellent lighting that will provide library customers with a pleasant environment to enjoy the library's most popular materials.

## **3. Children's Services**

This program gives children the opportunity to discover the world through a variety of materials that inform and arouse curiosity and awareness. Information services are provided, including provision of materials for school assignments, working in cooperation with schools and community organizations. Programs, including storytimes and library orientations, help develop a lifelong love of reading and using the library. The Library will continue its participation in the Kids and Families First program. This program has a goal of improving the quality of pre-kindergarten experiences for children by providing family day care homes, preschools and centers as well as pre-K programs with quality education materials and equipment and demonstrating their use. Through this program sponsored by a consortium of agencies serving families and children, and school literacy liaisons from the San Mateo-Foster City Unified School District, the Library provides expertise in the selection of high quality literature for toddlers and preschoolers, trains providers and teachers on how to read to children, and conducts a library card campaign so that all children in San Mateo have a library card and use the library.

The new children's space and meeting rooms will allow the Library to continue to and expand successful storytimes, early literacy programs and Internet training for children and their families. Off site programs and storytimes and other outreach through the

schools will draw even more children and their families to the new library. The reception by the public for infant and toddler story times as expressed by a participant:

There are currently two storytime programs that bring babies into San Mateo libraries. The weekly bi-lingual program at the Main Library draws 30 infants, toddlers and caregivers for animated readings and spirited activities. A grandmother who cares for her 5-month-old grandson during the day, just happened to be in the library when she saw all of the parents with their babies.

*"We have attended every session of the infant storytimes since that day. The program is excellent stimulation for the children and teaches the parents a lot of finger rhymes, songs and stories. It really encourages parents to read books to their children at a very early age. Having supporting people assisting is a great help to young parents," she said.*

Children's services include the successful Get Ready, Get Set, Read! Program that provides trained volunteers and travel ready story-time kits for day care centers and licensed day care homes.

#### Joint Use Program

The program will assist students and their families by providing training and assistance in using the library for research through the on-line catalog, databases, the Internet, print and other formats.

A team including City library staff, a school Library Assistant, a teacher and a parent, will design training. The Library Assistants at each school will be trained by library staff at the library. Teachers will be trained in half-day sessions at the school libraries by library staff. Training will be made available to classes and parents through video conferencing and videos provided to school classrooms. Training will also be available to parents at the library and satellite sites. When students come to the library they will use a designated space, the "Student Research Center," with computers and reference material where they can use the skills learned through the classes. Volunteers will be available to assist the students and family members who are working with them.

The training and assignments will be based on a framework for research assignments developed by teachers, parents and library staff including topics that develop research skills. Teachers will assist students in selecting and narrowing topics and post assignments on line as alerts to library staff. The library training will then guide the students through the available resources: what resources are most appropriate for what subjects, and how to use and assess the credibility of the resources. When students come to the library they will bring or e-mail an assignment framework to follow and can receive guidance and assistance from volunteers and library staff as needed. There will be computers and a space assigned for use by these students and their families.

#### **4. Teen Services**

With additional space the Library can respond to teen focus groups who asked for a teen friendly area with group study space and teen specific materials. The library will move forward with its plans to provide a teen center equipped with college catalogs, magazines, computers, and study rooms. Programs supporting student research will be available to students of all ages and their families. A welcoming space set aside with age-appropriate resources will encourage broader use of the library by this group.

To augment the high school libraries, larger collections of bilingual materials, duplicate copies of popular books, and additional reference materials geared toward this group will be provided.

Workstations and classes on internet research will support high school students studying at the library. The library will expand the popular web listing of summer reading assignments. Programs of interest to teens on topics such as job hunting and researching college and scholarship information will be offered.

#### **5. Seniors**

The Library has worked with the Housing Investment Project, Recare and the San Mateo Arthritis Foundation to develop a collection on arthritis. A referral brochure was placed and is replenished on request at doctors' offices. The Library will explore expanding this program to address other health issues for seniors. A recent grant from Kaiser Health Foundation gave the library a series of 20 videos on health issues; several are of particular interest to seniors.

Training on the Internet and other programs of interest to seniors will be provided. Through the needs assessment and based on their attendance history, the Library has recognized the popularity of investment, genealogy, computer, and health classes for this group. Many groups that will potentially use the new meeting spaces are comprised of seniors.

The library recently published "Senior Connections" a brochure listing resources for seniors on the Internet. The brochure is being distributed to the San Mateo Senior Center, senior clubs, and local senior residential facilities in addition to being available in the library and posted on the library's web site. This type of assistance will continue at the New Library as a service for the Senior population.

#### **6. Services for the Disabled**

The visually impaired will have access to a 4000 tape and CD collection of audiobooks. 500 captioned DVD's and videos will be available for the deaf and hearing impaired. The library also has a collection from the Braille and Talking Book Library, a branch of the California State Library which cooperates with the Library of Congress, National Library Service for the Blind and Physically Handicapped.

The new library will be completely ADA accessible, with shelving no higher than 72" for easier wheelchair access and aisles wide enough to allow easy passage. Most workstations will be accessible; many will include *ZoomText*, a software program that provides screen magnification and audible screen reading of text. A *VersiColor XL* magnification unit allows patron to read books, magazines and other materials on a color monitor.

## **7. Business Services**

The Main Library houses the David D. Bohannon Business Collection. The purpose of the collection is to support local small businesses and to provide materials that meet the business needs of the community. The San Mateo Public Library is the business library for the Peninsula Library System. The collection is maintained by a designated "business librarian," who has the responsibility for overseeing this collection and ensuring that its materials are extensive, authoritative and current. Print and non-print materials in the collection cover such topics as basic management, economic theory, entrepreneurship, company and industry profiles, vocational guidance, and publications of interest to individual investors.

The Library regularly reaches out to the business community through the Chamber of Commerce and other organizations. Staff attend events, make presentations and provide material on library services. Library staff serve on the Education Committee of the Chamber of Commerce, provide a booth at the annual Business Expo, and contribute to the Chamber newsletter.

Similarly, the City Librarian, Business Librarian, and other staff make regular presentations and gather input at the Downtown Association, Rotary, Kiwanis and Lions Clubs.

As meeting space becomes available the business community will come to the library, where they will find meeting rooms, an expanded business collection, easy computer access, instructional workshops, and availability of legal forms and other reference materials. San Mateo's large investment banking and high tech offices that are without benefit of their home office business collections or expertise for efficient resource searching on-line use these services.

Small Business Development. In the past the Hispanic Chamber of Commerce of San Mateo County held workshops in Spanish for small businesses on writing Business Plans, marketing, setting up businesses, and using the internet. Many independent businesses, small restaurants, landscaping and cleaning services, made use of these popular workshops. Presented in cooperation with Silicon Valley Business Development Center and the College of San Mateo Business Center, the program consisted of three workshops with 15 participants at each. With additional space and a computer lab the Library will meet the requests for more sessions and resurrect this successful program.



## 8. Literacy

Project Read, the San Mateo Public Adult Literacy Program serves adults over 16 who need to improve their reading, writing, and communications skills. In its basic program, staff assesses the literacy level of applicants, trains tutors, then matches tutors and learners for one-on-one and small group instruction. Tutoring is often done at the library and there is regular follow-up with both students and tutors. The new library will include

a computer lab for Project Read; staff and volunteers will provide instruction in the use of computers for the adults enrolled in Project Read.

Other Project Read services include working in partnership with the school district to provide basic English tutorial for mothers who had little education in their first countries, and providing tutorials for men at Project 90 who are in recovery from drug and alcohol addiction and who need to improve reading and writing skills. Project Read also offers the Families for Literacy Program that families attend in the evening. Librarians read stories, families receive instruction in using the computer together, children work on crafts related to the stories, and are introduced to the children's collection. At the new library, expanded space and collections will support this ongoing program.

Comments from a participant:

*I am very happy to participate in Project Read at the Library because my daughters and I are learning about computers. For my daughters and me everything about computers is new. For me it is an opportunity to communicate with my family in Mexico by using email. My daughters and I have been writing to my family. We write messages at home and bring them to the lab to type in and send. For me it's new that my family in Mexico can see my daughters because I can send pictures we took right in the Computer Lab. My daughters are enjoying the time in the Computer Lab. Every day my children ask, "Is it the day to go to the library?" I say thank you for this opportunity.*

Guadeloupe is a participant in the Project Read Families for Literacy Computer Skills Program. Staff member Ruth Murillo, who is also a former Project Read student, works with Spanish speaking families in the Project Read computer lab where they develop the ability to write e-mail, use educational software, and search the Internet to solve everyday problems or answer questions. This successful program has contributed to a 55% increase in use of the lab by students and tutors over the past year.

The San Mateo Public Library Project Read program serves central San Mateo County. Students live in San Mateo, Foster City, Millbrae, San Carlos, Belmont, Burlingame, and Hillsborough.

San Mateo Adult Education sponsors joint programs with the library including Family Literacy Day. Library staff talk about the importance of reading, and model how to read to children. Also at the SMART Center (San Mateo Adult Resource Training Center), Library staff visits classrooms to introduce library services, issues library cards and checks out books. Teachers are invited to bring students to the library and are given tours of the library. At the library students are introduced to collections, self-check out, and the on-line catalog. This group has expressed a desire to learn about the Internet. Space at the new library will be available for computer lab classes.

## **9. World Languages**

To meet the needs of those members of the community whose native language is not English and those who wish to preserve linguistic facility achieved in school or through travel, the library is committed to developing and maintaining non-English language collections that reflect the changing ethno-linguistic make-up of San Mateo's population. The library has newspapers, books and magazines in Chinese, Farsi, French, Japanese, and Spanish and a few magazines in Russian. In addition to more and larger collections, the Library will continue to address world language needs with annual surveys and present programs to introduce the collections and services. The Library will offer bi-lingual help by increasing bi-lingual staff.

Once a month, librarians read stories, issue library cards and check out books at Turnbull Learning Academy, one of the public elementary schools. About 60 bi-lingual families attend. Twice a week, Project Read, the adult literacy program, teaches English to Turnbull parents, and provides babysitting. These families as well as other families in Project Read are then qualified for the Families for Literacy Programs at the Library.

## **10. Media**

The Library has plans to provide more formats and expanded collections of all media. The Library recently received a \$70,000 bequest to spend on classical music, but has not been able to purchase materials, as there is no space. The added space will enable inviting displays and appropriate presentation of audiobooks, videos, CD's, DVD's and other media.

## **11. Training**

The Library will develop training modules for resources to be used in group presentations and individual self-paced sessions on computers in the library or via Internet.

The Library will provide customer training on use of technology- based resources (PC's, Internet, Q and A Café, EBSCO, E-books and online catalog) to increase use.

Instructional programs tailored to meet the needs of all groups, including non-English language programs will be developed and presented on an ongoing basis.

With the new meeting spaces at the Library multiple programs can be going on simultaneously.

**B. How Plan of Service Meets Residents' Needs**

The Library Plan of Service goals and objectives and services described respond directly to the needs of residents identified in the needs assessment. Space in a larger facility that the library will allow the library to implement plans to meet these needs.

**Collection and Programming Needs**

The Needs Assessment established the need for larger collections including expanded world language offerings, especially Spanish and Chinese and an increase in ESL and adult literacy programs in response to the growing ethnic diversity. Library goals and objectives include expanding the literacy materials collection, conducting a needs assessment and expanding the World Language collection. Regular services include bi-lingual storytimes and ethnic programs in support of these collections.

With adequate shelving and efficient new systems for checking books in and out the Library will have room to house new materials and to ensure more ready access through rapid replacement of returned materials. Multiple copies of popular materials will allow users to access materials when they seek them.

The Needs Assessment found that both children's and young adult needs had been underserved due to the severe space limitations in the existing library which does not meet current nor expected 16.3% growth needs in this age group. Plans for the expanded resources and programming enabled by the new library will be extensive involving school partnering, new early literacy initiatives, multi-ethnic and teen programs. Goals and objectives include programs from infant to school age children, computer training, working with schools through Kids and Families First and the joint cooperative activity for student research described below.

Close partnering with the schools will allow the library to ensure that collections and resources reflect the needs of teachers, parents and students. Other collections will be developed and maintained according to the needs identified in the Needs Assessment and the criteria established in the Collection Development Policy.

Business Service needs will be met by expanding collections and more meeting and training space for the business services described in the Plan of Service. Information accessibility will increase with more computers and classes on using the library and websites for business topics. There is a need for breadth and depth in the collection and quick access. Through its Collection Development Plan, described in the Implementation Section, the library will increase its resources in response to community needs. Goals and objectives include acquisition planning, making materials quickly available, and marketing collections and programs.

**Technology Needs: Applications, Hardware and Programs**

Along with larger collections and more varied materials, the provision of more technology-based resources was identified as a community priority. Objectives include providing access to Internet and other electronic resources, supporting the introduction of new technology through training of

staff and customers, and improving processing and access to meet increased circulation. There are objectives for library evaluation of new applications and hardware.

Based on the discussions with the school district, the joint program will fill the need for learning how to find and evaluate information on electronic data sources. This program will serve to augment the school's limited capacity for library training and use particularly in the elementary schools.

Seniors will find more comfortable spaces for the planned computer programs and training available through the library's Senior Services.

### Community Space

Because of competing space needs for children's programming, internet training, tutor training, literacy programs, adult programs, library orientations, and staff meetings, the library has been unable to make its meeting room available to community groups. The current meeting room with a capacity of 49, is not large enough for the library to use to market its services to organizations that might schedule a meeting here. The new library will provide these meeting spaces and further allow community meetings after the library is closed.

### **C. Implementation Plan**

The service program will be implemented by the current staff and additional staff to be hired for the new, larger library. The City Council allocated an additional \$750,000 for the operation of the new library. Included in this amount is a 15.34 increase in FTE. The new library will also make extensive use of volunteers as indicated in the goals and objectives and work in partnership with community groups.

**1. Staffing:****Current Main Library Staff Organization and Projected New Library Staffing**

**Current Total**                **48.30**  
**FTE**  
 Current Merit                27.30  
 Current Part-Time          21.00

**Projected Total**            **63.64**  
**FTE**  
 Projected Merit             34.80  
 Proj. Part-Time             28.84

**Reference/AV**

	<b>Current</b>	<b>Additional</b>	<b>Total</b>
<b>Merit</b>			
Oper Mgr	0.20		0.20
Team Coord	1.00		1.00
Librarian I		1.50	1.50
Librarian II	3.75		3.75
Sr Library Asst	1.00		1.00
Library Asst II	0.75	1.75	2.50
Lib Admin Clerk		0.50	0.50

**Part-Time**

Librarian II	0.10		0.10
Librarian I	0.73	0.50	1.23
Library Asst II		0.79	0.79
Lib Admin Clerk	2.71		2.71
Lib Aides II	0.76		0.76
Lib Aide I		1.50	1.50

**Total**                        **11.00**            **6.54** **17.54**

**Circulation**

	<b>Current</b>	<b>Additional</b>	<b>Total</b>
<b>Merit</b>			
Oper Mgr	0.05		0.05
Team Coord	0.50		0.50
Sr Library Asst	1.00		1.00
Library Asst II	1.00	0.50	1.50
Library Asst I	1.80		1.80

**Part-Time**

Library Asst I	3.45	0.88	4.33
Lib Aides III	0.94		0.94
Lib Aide II		0.88	0.88
Lib Aides I	5.32	2.45	7.77
<b>Total</b>	<b>14.06</b>	<b>4.71</b>	<b>18.77</b>

**Children/Youth**

	<b>Current</b>	<b>Additional</b>	<b>Total</b>
<b>Merit</b>			
Oper Mgr	0.15		0.15
Team Coord	0.50		0.50
Librarian II	1.00		1.00
Librarian I	0.50	1.00	1.50
Library Asst II	1.05	0.25	1.30

**Part-Time**

Librarian I	0.62		0.62
Lib Asst II	0.17		0.17
Lib Aide II	0.40	0.25	0.65

**Total**                        **4.39**            **1.50** **5.89**

**Technical Services**

	<b>Current</b>	<b>Additional</b>	<b>Total</b>
<b>Merit</b>			
Oper Mgr	0.2		0.20
Librarian II	1.4	0.5	1.90
Sr Library Asst	1		1.00
Library Asst II	1		1.00
Library Asst I	1.2	1	2.20

**Part-Time**

Library Asst I	1.87		1.87
Librarian II	0.12		0.12
Librarian I	0.45		0.45
Lib Aide II	1.3	0.59	1.89
<b>Total</b>	<b>8.54</b>	<b>2.09</b>	<b>10.63</b>

**Library  
Operations**

	<b>Current</b>	<b>Additional</b>	<b>Total</b>
<b>Merit</b>			
City Lib	1.00		1.00
Oper Mgr	0.20		0.20
Team Coord	0.85		0.85
Exec Sec	1.00		1.00
Admin Aide	1.00		1.00
Acct Asst II	1.00		1.00
Custodian	1.00	0.50	1.50
<b>Part-Time</b>			
Lib Admin Clerk	1.98		1.98
Lib Asst I	0.55		0.55
<b>Total</b>	<b>8.58</b>	<b>0.50</b>	<b>9.08</b>

**Project Read**

	<b>Current</b>	<b>Additional</b>	<b>Total</b>
<b>Merit</b>			
Team Coord	0.15		0.15
Literacy Coord	0.75		0.75
Sr Libr Asst	1.00		1.00
Library Asst II	0.30		0.30
<b>Part-Time</b>			
Admin Clerk I	0.12		0.12
Rec Specialist II	0.32		0.32
Subj Specialists	0.96		0.96
<b>Total</b>	<b>3.60</b>	<b>0.00</b>	<b>3.60</b>

**2. Volunteers:**

The Library programs will be supported by the following number of volunteers:

Project Read Adult Literacy Program	65-75
Get Ready, Get Set Read	15
Student Research Center	10-20
Homebound Program	13
Book Sale	12-15
Docents/Orientation New Library	10-20
General Office	5-10
<b>TOTAL</b>	<b>130-168</b>

**3. Programming****Children's**

Storytimes for infants, toddlers, pre-school and bi-lingual—one each day for one of these groups  
 Class visits for pre-school through 8—weekly  
 Families for Literacy Events-monthly  
 Technology Classes – Twice monthly  
 Student Research Center  
 Special multi-cultural, seasonal and thematic programs – 8 annually  
 Summer Reading Program  
 Promotional Events – 4 annually

## Adult

Beginning and Intermediate Classes for Use of Internet-Each Monthly

Subject Area Internet Classes: Medical resources, genealogy, health insurance, how-to-use e-mail – Monthly

Business Information – 6 Annually

Drop-In Instruction Days for Library On-line Resources

Book Author Presentations – 3 Annually

Cultural Programs – 4 Annually

Special Topics (California History, Pearl Harbor, Fen Shui) - Monthly

San Mateo City Services Academy Tour and Resource Presentation – Bi-Annual

Welcome to the Library – Monthly

Library Skills for Literacy Tutors 3 Annually

## Young Adult (Teens)

College & Scholarship Information on the Internet – 2 Annually

Job Hunting – 2 Annually

High School Class Visits – 6 Annually

Young Adult Programs such as Teen Read Week, Poetry Month, Art Contest- 6 annually

Some examples of recent programs included:

- In celebration of **Black History Month**, the Pilgrim Baptist Church Mass Choir presented an evening of song at the Main Library on February 25. Over 100 people were treated to a performance that included inspirational songs in the gospel tradition. Books on black history were also on display and available for loan.
- The Iranian community celebrated the beginning of the **Persian New Year** at the Main Library on March 16 in an event attended by 200 guests from different ethnic backgrounds. The program began with bilingual presentations by local children introducing Persian culture and also featured a puppet show, music, dance and a dinner of delicious Persian dishes.
- The Children's Library staff presented three **International Storytimes**, beginning with a Chinese New Year theme during the second week of January. African folktales were the topic in February and Russian tales were offered in March. A total of 198 children and adults enjoyed these special storytime programs offered at all three library locations.

**4. Hours of Service:**

Monday – Thursday	10:00 AM - 9:00 PM
Friday - Saturday	10:00 AM - 5:00 PM
Sunday	1:00 PM - 5:00 PM

**5. Collections:**

An overall 64% increase in the collection will meet the needs identified for additional materials. The Collection expansion is planned as follows:

	Current size	% Growth	Target size
<b>Adult Books</b>			
Nonfiction	97,537	12%	108,900
Fiction	32,417	15%	37,300
New Nonfiction	3,068	50%	4,602
New Fiction	1,515	135%	3,560
Large Type	2,449	63%	4,000
Non English Languages	4,530	84%	27,600
Paperbacks	3,550	40%	5,000
Project Read	2,100	0%	2,100

<b>YA Books:</b>			
Fiction	1,353	149%	3,370
Paperbacks	3,000	103%	6,090

<b>Children's Books:</b>			
Reference	541	20%	650
Nonfiction	12,252	147%	30,229
Fiction	8,368	34%	11,216
Picture Books	5,721	435%	30,605
Languages	1,352	1054%	15,600
Reference/Student Research Center			546

<b>Adult AV Coll</b>			
Audio Books	1,075	316%	4,475
CDs	2,544	136%	6,000
CDRoms	0	na	1,000
DVDs	0	na	2,500
Language Learning	0	na	750
Videos	0	na	2,000
New Formats	0	na	1,250



	Current size	% Growth	Target size
<b>Children's AV Coll</b>			
Audio Materials	774		
Cassettes & "kits"			500
Audio Books			500
CDs			1,000
CDRoms			1,500
DVDs			1,500
Videos	0		500
New Formats	0		750

The following description of the Library's collections is taken from the San Mateo Public Library Collection Development Policy and Procedures revised in April 2002.

### **Fiction**

The library purchases a wide range of fiction reflecting the diverse interests of a public that varies greatly in education, taste, and reading ability. An attempt is made to purchase books representing virtually all categories of fiction from popular genres such as mysteries and romances to literary classics and prize-winning works of fiction. Multiple copies are purchased for authors whose books are frequently requested and for titles that appear on recommended reading lists (e.g. high school summer reading, Oprah Book Club). An additional book is purchased for every four reserves.

### **Non-Fiction**

The library acquires materials that provide the community with current information on subjects of topical as well as continuing interest; differing points of view on contemporary and controversial issues; historically significant points of view; materials for instruction in areas of interest; and materials for entertainment and recreation. Although accuracy of content and authority of a work's creators are important criteria in the selection of non-fiction materials, the library does not assume responsibility for inaccuracies or errors in the works included in its collections.

The library's collection supplements the curriculum of local high schools and community colleges. High school and lower undergraduate textbooks are purchased as necessary to provide coverage of certain subject areas.

### **Children**

The children's collection serves children from birth through 8<sup>th</sup> grade, parents, teachers, and others interested in children's materials. The goal of the collection is to nurture a love of reading and books, foster the development of reading skills, support school assignment research and instill a passion for life-long reading.

The collection is divided according to stages of child development and intellectual maturity.

Toddler Collection includes materials for children from birth through 3 years old.

Picture Book Collection consists of books intended to be read to children. Interest level ranges from age 3 to the primary grades.

Beginning to Read Collection contains controlled-vocabulary materials appropriate for kindergarten to second grade, for children who are learning to read on their own.

“Chapter” books often typify Middle Fiction for readers at 2<sup>nd</sup> through 4<sup>th</sup> grade reading level.

Juvenile Fiction contains novels for readers at 4<sup>th</sup> through 8<sup>th</sup> grade levels, including hardback and paperback books.

Nonfiction material includes materials in all subject areas for personal and homework use. Included in this collection are folktales and fairytales.

Parent and Teacher include special interest materials for adults assisting children. In addition to curriculum materials, this area includes books on specialized topics such as death, personal safety, potty training, new siblings, etc.

### **Literacy Collection**

The Literacy Collection at the Main Library contains materials to support the library’s adult literacy program, Project Read-San Mateo. Materials used in literacy instruction

include both fiction and non-fiction materials. The fiction collection includes the writings of adults in literacy programs, short stories and novellas written for adult new readers, and adapted classics. The non-fiction materials address practical goals of adult students who need to increase their life skills. The instructional materials, books, audiocassettes and videos, help students improve their reading and writing skills. For parents, there is a collection of books on parenting skills, as well as bilingual/bicultural books for children.

### **English as a Second Language**

In order to meet the needs of an increasing number of library users who speak English as a Second Language, the library maintains a circulating collection of books and audio-visual materials to promote the learning of English at the Main Library. TOEFL study guides, books on survival skills, grammars, picture dictionaries, condensed easy-readers, and audio tapes from a foreign language to English are among the types of resources found in the ESL collection. These items are often chosen in consultation with Project Read to make supplementary titles used in literacy training available to the general public.

### **Leon S. Benson Holocaust Studies**

Established in 2000 with a grant from the family of Leon S. Benson this collection at the Main Library is dedicated to the survivors and victims of the Holocaust. The collection provides materials in a variety of formats for readers of all ages. It includes a broad array of educational materials that depict both written and visual accounts of those who witnessed the events of the Holocaust. The collection focuses on personal narratives,

biographies and general works describing the events and conditions of the Holocaust. The collection is widely used by 9<sup>th</sup> graders in their required studies of the Holocaust.

**Large Type**

Large type books are purchased for the Main Library to meet the needs of visually impaired customers. The focus of the collection is popular fiction, including mysteries and westerns, along with high interest non-fiction such as adventures and biographies.

**Paperbacks**

The library maintains a paperback collection to provide recreational reading in popular areas of interest. The collection duplicates many cataloged books, including best sellers, classics and works of perennially popular authors. The Library purchases some paperbacks to supplement the collections, but the majority of the paperbacks are donations.

**Maps**

The library maintains small collections of reference and circulating maps. They include the most requested road maps for California and U.S. cities, and for foreign cities and regions. These maps are supplemented by a selection of California topographic maps, regional historical maps and nautical charts. Maps are selected based on public demand.

**World Languages**

The materials selected are intended to represent informational sources of interest to people whose primary language is not English, works of recognized literary merit, or popular works suitable for recreational reading.

The library also maintains collections of books, such as grammars and dictionaries, and audiocassettes for those who wish to learn another language. These reflect the languages most frequently studied in the community.

**Reference Collection**

The library maintains a collection of reference materials that remain in the Library to be readily available to all library users. Reference works are characterized by their ability to summarize, condense or give a comprehensive overview of a subject. Examples of reference works are encyclopedias, dictionaries, atlases, handbooks, directories and electronic resources.

**Multi-Media**

The Library selects representative sound recordings from a wide variety of musical styles, eras, and traditions. Review and selection decisions are based primarily on reviews from such sources as CD Reviews, Opus, Downbeat, Stereo Review, Billboard, and other review media.

The music audio collection consists of CDs and cassettes in classical, popular, ethnic, and other categories. The classical and opera collection at the Main Library has been funded since 1997 by a bequest from Lillian Ross. The spoken audio collection consists chiefly of audio books, instructional recordings, and "old-time" radio shows.

### **Video Recordings**

The Library has begun a collection of digital videodiscs, or DVDs, at the Main Library. Currently the library is collecting feature films, fine arts, and other general interest DVDs. The library has a limited number of VHS videos, all nonfiction.

The San Mateo Public Library is a member of the Peninsula Library System and houses its collection of 10,000 videos at the Marina Branch Library. The collections of both the Library and the PLS Video Center affirm the value of non-print media as an important part of library services. The Collection Development plan for the new library calls for the introduction of video resources at the Main Library to meet the needs of its patrons on site.

The library will consider adding newly developed formats when there is sufficient interest among our customers.

### **Teen**

The Young Adult Collection offers titles for the teenage reader, with appeal to seventh grade through high school. The titles in this collection are written specifically for this age group in the genre called "Young Adult Fiction" which focuses on themes of contemporary interest. The emphasis of the collection is on paperbacks. The collection is primarily fiction, including popular titles and titles recommended on school reading lists, books on tape and magazines. Nonfiction titles, focusing on current topics such as dating, self-esteem, careers, college preparation, music and entertainment, sex and health, are integrated into the adult nonfiction collection.

## **VI. SPECIAL SERVICES, COMMUNITY SERVICES AND PARTNERSHIPS**

Families for Literacy offers at least 18 programs per year including story reading, books, craft activity and instruction in using the computer with the whole family so parent can support their children's formal and informal education.

English Tutoring Classes in conjunction with Turnbull Elementary School for elementary school mothers who had little education in their 1<sup>st</sup> country.

Literacy Program for Project 90 -Support for men who are in recovery from drug and alcohol addiction and who need to improve reading and writing skills

Get Ready, Get Set, Read! -Provides materials and volunteers to take storytimes to day care centers and licensed day care homes.

The Library participates in joint programs with the Parks and Recreation Department, such as storytimes in the park, pajama nights at recreation centers, and special events such as the annual Fourth of July Celebration.

North Central Team-This team consists of members of a number of City Departments, Library, Parks and Recreation, Community Development, Police and Fire who work in this low-income area to assist the population, increase awareness of services the City can provide and involve the community in City programs.

San Mateo Adult Education sponsors joint programs with the library including Family Literacy Day. Library staff talk to adult education classes about the importance of reading, and model how to read to children. Also at SMART Center, Library staff visit classrooms to introduce library services, issue library cards and bring books to check out.

The Library has worked with the Housing Investment Project, Recare and the San Mateo Arthritis Foundation to develop a collection on arthritis. A referral brochure was placed and is replenished on request at doctors' offices. The Library will explore expanding this program to address other health issues for seniors. A recent grant from Kaiser Health Foundation gave the library a series of 20 videos on health issues; several are of particular interest to seniors.

As a member of the Chamber of Commerce the Library regularly reaches out to the business community and other organizations. Staff attend events, make presentations and provide material on library services. With the Chamber of Commerce, Library staff serve on the Education Committee, provide a booth in annual Business Expo, and contribute to newsletters. Similarly, the City Librarian, Business Librarian, and other staff make regular presentations and gather input at the Downtown Association, Rotary, Kiwanis and Lions Clubs.

As meeting space becomes available the business community will come to the library, where they will find meeting rooms, an expanded business collection, easy computer access, and availability of legal forms and other reference materials.

Small Business Development - In the past the Hispanic Chamber of Commerce of San Mateo County held workshops in Spanish for small businesses on writing Business Plans, marketing,

setting up businesses, and using the internet. Many independent businesses, small restaurants, landscaping and cleaning services, made use of these popular workshops. Presented in cooperation with Silicon Valley Business Development Center and the College of San Mateo Business Center, the program consisted of three workshops with 15 participants at each. With additional space and a computer lab the Library will meet the requests for more sessions and resurrect this successful program.

Bi-Lingual Stories for Families - Once a month, librarians read stories, issue library cards and check out books at Turnbull Learning Academy, one of the public elementary schools. About 60 families attend. Twice a week, Project Read, the adult literacy program, teaches English to Turnbull parents, and provides babysitting. These families as well as other families in Project Read are then qualified for the Families for Literacy Programs at the Library. Families attend in evening. Librarians read stories, children work on crafts related to the stories, and are introduced to children's collection. At the new library, expanded space and collections will support this ongoing program.

Kids and Families First -This community collaborative coordinated by the City of San Mateo and the San Mateo School District involves a wide array of organizations and individuals. This program has a goal of improving the quality of pre-kindergarten experiences for children by providing family day care homes, preschools and centers, and other pre-K programs with quality education materials and equipment and demonstrating their use. Through this program sponsored by a consortium of agencies serving families and children, school literacy liaisons from the School district, the Library provides expertise in the selection of high quality literature for toddlers and preschoolers, trains children on how to read, and conducts a library card campaign so that all children in San Mateo have a library card and use the library.

The following information is taken from the Peninsula Library System Plan of Service for 2002/2003 (Appendix A):

Peninsula Library Automated Network (PLAN) provides the library networked automation system through the Peninsula Library System (PLS), a joint authority with all other libraries in San Mateo County. Through PLAN San Mateo library customers access the collections 1.5 million volumes of all the county libraries. Through the system's shared technology, the libraries in the Peninsula Library System provide an OPAC as well as Web catalog with the entire system's holdings. PLS operates a daily delivery system to make materials available among the member libraries. The system is available to users from homes, businesses and schools through dial-in ports and on the web. In 2000, all the services afforded by the dial-in ports became available on the Web, an improvement that immediately received cheers from the public. Library databases are also available through the Web site. (Databases are listed on Page 37.)

PLS provides many services aimed toward special user groups. The Community Information Program (CIP) disseminates information and referral services through a database of human services to many special users and county social service agencies. Staff at CIP is trained in the use of a geographical information system. With this resource, they can assist county agencies, libraries and library users who need the added dimension provided through mapping to make informed decisions. CIP also contract with various social service agencies in the county, publishing directories such as Help at Home for the Health Services Agency of San Mateo

County. The Community Information Program makes this information available to users through the Internet. CIP staff scanned the reports from the County Hospital Consortium into a database. These reports deal with the health demographics of the County and are now accessible to anyone who needs this information on the PLS web site. This year CIP is coordinating the Landlord Information and Referral Collaborative designed to promote and support responsible behaviors by informed landlords and tenants, decrease conflicts resulting from lack of understanding of rights and responsibilities on the part of both landlords and tenants, and encourage self-help efforts by those seeking information about landlord and tenant issues.

The PLS and the SVLS (Silicon Valley Library System) Multicultural Committees biannually audition multicultural performers for a database for member libraries interested in presenting multicultural programs. They also jointly produce library informational brochures in the many languages that are spoken in San Mateo and Santa Clara Counties.

## **VII. JOINT VENTURE PROJECT**

The Library's plan of service describes the services, collections, resources, and equipment that will be available to support the programs to be jointly provided to students. The library-school joint program will connect students and their families with library resources and training on using the resources for research and information literacy. The research will be used to prepare written reports at school. Needs identified by the schools and community at the elementary and middle school level include deficiencies of materials and technology in school libraries, minimal hours of school library service, difficulty keeping abreast of the technology resources available for research, and learning how to evaluate information on-line by distinguishing between sites with quality information versus sites with little substance or authority.

Jointly designed services will begin by targeting fourth and fifth grades at the 13 San Mateo public elementary schools. The program will assist students and their families by providing training and assistance in using the library for research through the on-line catalog, databases, the Internet, print and other formats.

A team including City library staff, a school Library Assistant, a teacher and a parent, will design training. The Library Assistants at each school will be trained by library staff at the library. Teachers will be trained in half-day sessions at the school libraries by library staff. Training will be made available to classes and parents through video conferencing and videos provided to school classrooms. Training will also be available to parents at the library and satellite sites. When students come to the library a designated space will be provided with computers and reference material where they can use the skills learned through the classes. Volunteers will be available to assist the students and family members who are working with them.

The training and assignments will be based on a framework for research assignments developed by teachers, parents and library staff including topics that develop research skills. Teachers will assist students in selecting and narrowing topics and post assignments on line as alerts to library staff. The library training will then guide the students through the available resources: what resources are most appropriate for what subjects, and how to use and assess the credibility of the resources. When students come to the library they will bring or e-mail an assignment framework to follow and can receive guidance and assistance from volunteers and library staff as needed. There will be computers and a space assigned for use by these students and their families.

While the core target is research and information literacy, the atmosphere in the space for this service at the library will be family friendly with information on other programs, both through the library and agencies that meet other literacy needs identified by the schools and community. These include Project Read, the adult literacy program, the Families for Literacy Program, English as a Second Language program, and book clubs. According to the results of the National Adult Literacy Survey and 1990 Census data, the percentage of County residents in the two lowest levels of five is 37 %, those with less than a high school diploma is 17%. There are others who received a high school diploma without having developed the reading and writing skills they need who also seek these programs.

The service will include a strong communication component between the library and schools. The library will be responsible for development of a web site to include information about the



joint program as well as other library and community programs targeting literacy enabling schools and parents to refer families. E-mail and voice mail numbers at the library will be used by teachers and students to send information about class assignments to the library.

An Open House Kick-Off will announce the program and a brochure will be developed by the School District. The Library will host one meeting for the school district principals once each year during the fall semester. The agenda at these meetings will include a presentation and discussion about the program. Each school will assign a faculty liaison for the program and a parent liaison. A survey of teachers, library staff, parents and students to evaluate use and program components will be made at the end of each school year. Evaluation of training and use will occur on an ongoing basis. As this is a twenty-year commitment and involves technology, it is expected that resources will continue to change; but that the basic goal of learning to find and use credible information through the full array of library resources will span the length of this service and beyond.

### **VIII. JURISDICTION-WIDE SERVICE**

San Mateo has a Main Library and two branch libraries. This project will replace the main library with a new main library that is over twice the size of the current library with the most comprehensive collection, services and open hours of the San Mateo libraries. The libraries are well located, spread geographically in three sections of San Mateo. The service population for the Main Library includes 1/3 of the residents of the Town of Hillsborough, which borders San Mateo to the North and has no library of its own.

The role of the Main Library is to serve as an information and resource center where the public has access to an in-depth collection of up-to-date and accurate information. The Main Library will provide on-site telephone and e-mail reference and information services to assist users in locating information on subjects ranging practical questions to in-depth research. Located near multi-ethnic neighborhoods and within walking distance of several senior housing developments, the Main Library has a larger world language, large-print and talking book collection.

While each branch in the jurisdiction serves basic reference needs of its neighborhood with core materials, they do not duplicate the depth and the breadth of the collections in the Main Library. Branch materials are focused on meeting the interests and needs of their immediate areas. They offer basic reference services, children's and adult collection, children's storytimes and other limited programming. One of the branches houses the video collection of the Peninsula Library System. Allocating this space and providing staff has allowed the library to be open an additional 13 hours per week and has increased circulation at that branch.

Besides its larger, more comprehensive collection, the new Main Library will have a computer training room where most staff and public computer training will take place, large and small meeting rooms for community and staff meetings, an area for teens, a business collection and a large children's room. With major innovations and additions in the provision and use of technology, the new Main Library will provide training and improved computer access to the entire community. Children's services and programming will be coordinated by the Children's Team work unit; consequently all three sites will serve neighborhood children to the maximum extent necessary.

## **IX. TECHNOLOGY**

### **A. Executive Summary**

Studies sponsored by the Center for the Future have reported that San Mateo is a community that has an insatiable appetite for information. That appetite was apparent in the community input received during the Needs Assessment process as well. Translated to library services this creates the challenge of planning for information formats and sources in the future that do not exist today. Numerous public meetings debated the proliferation of Internet and web-based resources. The Center for the Future's studies indicated that San Mateans embrace new technology but are also slow to give up familiar formats. Therefore, the new Library is looked to as a repository for the traditional and a guide to introduce the new.

The new building has been designed with an emphasis on flexibility. The principal concept of flexibility is in a raised floor system which enables ultimate flexibility within the building for data, energy resources, wireless access and a bonus to designing a sustainable building, as access space in the floor will also allow a HVAC system to make maximum benefit of gravity and require less cooling and heating of the interior air. Placing access points for wireless applications in an under floor antenna provides an infrastructure for developing technologies such as wireless communications, use of PDA's and again flexibility for library users and staff.

The library service plan is based on the concept of the staff moving to the users and the materials rather than the users queuing up at the traditional reference desk. Building the infrastructure into the building allows this service model to flourish.

The interior design of the new building has an open floor plan that also supports the new approach of "service by walking around". Desks will be positioned and set up to allow easy access and promote more one-on-one customer interaction.

Technology will support more efficient and effective operations. Self-check machines and automatic check-in of returned materials will free up staff to work with patrons.

With the new infrastructure in place, 93 public computers, and ports at every seat, the Library will increase exponentially its main commodity, information, while enabling future growth with more computers, Internet access, databases, and catalogs. More people will be able to access more information 24 hours a day. In every regard, the plan for technology supports the library plan of service, with the specific aim of providing up-to-date, speedy access to information and the knowledge of how to retrieve and evaluate that information.

In developing and delivering the Plan of Services that evolved from the Needs Assessment the application of technology was considered for all services:

1. Reference Services- The Library will provide speedy, fully automated access to its catalog, with additional workstations, networks and other resources.
2. Availability of Materials- Additional staff workstations and automated check-in system will ensure that books are returned as quickly as possible to the shelves.

3. Training- The new meeting spaces and training rooms will be equipped with computer projection systems, cameras, audio and video recording equipment and wired to allow terminal connections. Two of the rooms will support computer lab training.
4. Children's Services- Internet training for children and their families.
5. Teen- Workstations and classes on Internet and other on-line research will support high school students studying at the library.
6. Seniors- Popular introductory classes will be provided. Seniors along with other adults will have ready access with the addition of workstations.
7. Services for the disabled- Accessible workstations, and special programs and hardware for hearing and sight impaired will be provided.
8. Business services- Patrons can use new workstations to track investments, find resources in the expanded business collection and will find well-equipped meeting rooms. Small business owners will use new space to learn about library resources and find easy computer access and a computer lab to support their needs.
9. Literacy- On-line programs, training in non-English languages, and the computer lab will help address World Language needs.
10. Outreach- The library will use its website and e-mail to reach users.
11. Collections- Increased collections are a mainstay for all, meeting needs specifically expressed for world languages, teens and children.
12. Needs of K-12 students- The needs for the students identified in the Needs Assessment are the availability of Internet computers and databases for research and reports. In support of all students and their families, the Library will provide Internet training and assistance in using the library for research through the online catalog, databases and the Internet. A 215% increase in the Children's collections will also support needs for non-fiction resources and multiple copies expressed by the schools.

## **B. Technology**

### **1. Plan of Service Integration of Appropriate Technologies in Response to Service Needs Identified in Community Library Needs Assessment**

Technology will be designed to facilitate and ease communication between the public and staff within the Library. Assistance through communication devices for use of the computer catalog is one of the most basic uses. The staff should also be able to assist the public with more complex uses of library resources such as recommendation of websites, use of electronic data bases, enhancing screens for font size and listening devices to enhance resource access. Staff can make the connection with the public by face to face interactions, using dual screen monitors. Staff should also be able to assist library users by communication through PC's and other personal computing devices. The staff access is needed at both the designated service stations on each floor but also through mobile, remote access to for staff to use as they roam the public area assisting the public.

Technology is also designed to be accessed directly from the home or office, giving access 24/7 to those who have Internet service. Through the regional cooperative network, many services are made available with and without a library card and/or password. The purchase of databases on a regional, shared network greatly enhances the number of resources available

and greatly reduces the cost to the individual library system. Using the joint purchasing power of nine library jurisdictions in San Mateo County and deploying the resources through the shared network has been praised by the governing bodies and the public as an efficient and innovative approach.

The following needs expressed in the Needs Assessment are addressed in the integration of technology in the Library Plan of Service:

Up-to-date technology and training	Homework and tutoring assistance
Multi-Media Collections	Increased resources for world languages
Literacy program support	Teen Resources
Classes	Flexibility for the Future

The goals, objectives and services in the Plan of Service integrate technology to meet these needs. The Plan of Service will utilize 93 public computers, two training labs and video equipment to make the Internet, other on-line services and databases available and provide public training in the use of these technologies as well as regularly assessing new technologies. Computers with access to multiple resources will be available on each floor service area: teen area, Student Research Center and children's area where services are available to assist with homework. The Plan provides for multi-media collections. A separate computer lab will provide training for learners in the literacy program. Classes on use of the electronic catalog, Internet, and databases are included in the Plan of Service. Many classes will be provided in other languages and in special subject areas. The programming listed in the Plan will provide a wide array of classes.

## **2. Description of How Information Technologies Will Be Implemented to Integrate, Support, or Extend the Delivery of Library Services to the Residents of the Service Area**

One of the most exciting opportunities in building a new library is the incorporation of current technologies; one of the biggest challenges is building flexibility for fast arriving new technologies. Everyone from students to seniors wants more computers, more resources on computers and computer training. In fact, the Plan of Service and Building Program strive to meet this demand, but also integrate technology in the efficient delivery of services freeing staff to provide more of all of the library services.

### Self Help

The infrastructure of the library will be designed to allow for flexibility, to adapt to new technology and to enhance customer self help. Designing way-finding and technology enhanced tools for direct customer self-assistance will allow for efficient staffing for those who need more specialized assistance. Building design and technology connections between customer and staff will enhance real time assistance where it is needed and when it is needed. Systems for using computers, equipment, study rooms and specialized products will be

designed for self check-in with minimal staff interaction. Computers, infrastructure and software

will be selected to support self-service and automated monitoring of use procedures.

### Staff Mobility

Technology infrastructure and deployment is considered in design of the public spaces and service stations. When responding to the information needs for additional stack space, public work areas and when and where staff assists the public with their information inquiries, traditional design of a major, single reference station for information services presents many problems. Multiple public service stations are often not practical to staff during all public hours. Unstaffed stations lead to either confusion on the part of the public or posting of signs that are directive, directional and convey the message of less than adequate service levels. In order to meet the public's need for the visible, available staff who must cover a large floor plan, information services staff propose to use technology and mobile communication devices for staff and the public.

A highly visible information services staff station will be designed to minimize, not act as the barrier between staff and the public. Information service stations will also allow ease of entry, exit, access for the staff, to easily move throughout the public spaces in order to identify and help the public who require assistance to monitor the floor and to accompany the public to assure correct information is obtained or to make additional source suggestions. This mobility requires wireless equipment and the infrastructure, such as power and data that will be available throughout the public area by placing wireless antennae in a pattern underneath the floor which is less expensive and allows greater signal access since book stacks can block signals from ceiling and wall-mounted antennae. Staff will have multiple, mobile stations available throughout each floor. This design gives the staff and public the ability to "plug in" closer to collections or the public reading and work tables, and facilitates staff fulfilling one of the goals in implementing the Plan of Service, being with the people and collections.

### Public Computers with Internet Access

There are frequent and constant requests for more computer access at the Library. The stated high demand is also proven each day of operations, as current demand requires limits of access time and waiting lists. Word process-suites software use on separate computers without Internet access are also pre-booked and have time limits. All library public access computers are used 99% of the public service hours. Some availability during school hours at computers in the children's room is immediately taken up after school. Even in a community that measures 60-70% surveyed have PCs with modems in the home, there is no lessening the actual demand seen in the Library. There are 4 reasons for this high library use demand that the service plan can address:

- a) Up-to-date computers
- b) Access to library purchased database and shared electronic resources
- c) High speed networks
- d) Assistance from knowledgeable staff

### All Staff Stations

Computers will have thin design dual monitors, wherever possible. Monitors will take up less

space on service desks. Library customers will be able to see, comment, and work in tandem

with the library staff. Customer screens will be positioned to allow for some privacy for the immediate customer. Staff will be trained to limit what appears on the customer screen for sensitive circulation records or notes that may be part of the customer record.

### Training for Library Customers

Training in the use of library resources is a continuing high demand service of the Library. This need applies to all age groups, a variety of educational backgrounds, and should be tailored to include general interest as well as specialized training for specific groups.

Library staff will give introduction to Library electronic resources classes to the general public, to the San Mateo City Services Academy (Bi-Annual), and schedule drop in instruction days. This training will be in a training room where hands-on instruction is supported. Current instruction is extremely popular but limited to 12 and evaluations indicate the library users could benefit from hands-on instruction. The Library has offered Internet and other instruction on use of electronic resources for six years. The demand continues and is increasing for specialized subject areas. Popular classes include medical resources, genealogy, how to use e-mail, health insurance, and intermediate Internet use.

Classes of high use and demand for adults with specific needs include classes on business resources, investment guides, and small business tools. Classes for adults in Chinese and Spanish on most of the subjects offered in English are also in high demand. Children's librarians who have offered instruction on how parents can help their children use the Internet are extremely popular. These classes at the school sites and the library have also generated requests for classes given in Spanish for parents who are more comfortable learning in Spanish or who need bi-lingual instruction.

Project Read, the adult literacy program, has created a small computer lab for literacy students that includes software that is adapted for early readers. The Families for Literacy Program has also proved popular but space is limited for this family instruction. A former student has been hired to provide computer lab classes for families in Spanish. The service plan will provide a larger lab with teaching facilities specifically for the literacy students and their families and will also take advantage of the main computer training lab when necessary. Project Read will primarily use the small literacy computer lab, as beginning readers require more personal attention in building their computer literacy in conjunction with reading literacy.

### **3. Use of Electronic Technologies to Meet the Needs of K-12 Students as Identified in the Community Library Needs Assessment**

The schools and students have continued to ask for more computers. The needs for the students as identified by the schools are the availability of Internet computers and databases for research and reports. Surveys of schools indicate that while there are now computers in school libraries, labs, and classrooms, most school facilities are closed after 4:00 PM on weekdays and closed on weekends. While technology at the new library offers many services to students, the most significant is the library hours, open until 9:00 PM Monday-Thursday, until 5:00 PM on Friday and Saturday and 1:00 to 5:00 PM on Sunday. Other needs of students are access to

databases, multiple copies and research skills particularly learning to distinguish between resources with quality information versus sites with little substance or authority.

There will be 93 computers for public use, 15 in the Children's Room, 8 in the Teen and adjacent Multi-Media area, and 4 in the Student Research Center. Others will be available throughout the building. There will also be computer accessibility to plug in laptops at all seating and access to the library's resources.

The library has the following databases for users of all ages; those which are asterisked are of particular use by K-12:

**ELECTRONIC RESOURCES OF THE PENINSULA LIBRARY SYSTEM**  
**plsinfo.org January, 2002**

NAME OF RESOURCE	WHAT IT DOES	HOW TO GET TO IT FROM PLSINFO.ORG	NEED A LIBRARY CARD TO USE IT?
*Big Chalk Library	search newspapers (incl. NYTimes), magazines, radio/TV transcripts, a picture file and more	Click on Power User's list OR Get Answers Online	No if in library, yes if outside library
Chapter-a-Day	selections from books delivered to your e-mail to pique your interest	Register free under Read it Online. You need an e-mail account	No
Community Information Program	information on non-profit & public services in San Mateo County	Link from the Power User's list OR Get Answers Online OR In Your Community	No
Ebrary	searchable database of e-books: search and read free, extra charge to print	Link from the Power User's list OR Get Answers Online	No to look Yes to print
*EbscoHost	searchable database of periodicals, business wires, an encyclopedia and MagillOnLiterature	Link from the "Research Magazine Articles" button OR Power User's list OR Get Answers Online OR Read it Online. Click on "Magazines and Newspapers" to see all Ebsco databases	No if in library, yes if outside library
*E-Mail Reference	library users can e-mail questions to reference librarians	Link from the Power User's list OR Get Answers Online	Yes
NetLibrary	large, searchable	Create an account by	



	database of e-books. Read 15 minutes online or "check it out" for 24 hours	coming into the library. After that, log in via the Power User's list OR Read it Online OR We Recommend OR directly at netlibrary.com	Yes, to create an account
*QandAcafe	reference by chat, 2pm-9pm Mon-Sun	Use the button on the main PLS page OR Get Answers Online	No
*Rand California	statistical database of the Golden State: demographics, economics, education, employment, housing and more.	Use <a href="#">in the library only</a> on a Webpac computer. Link from the Power User's list OR Get Answers Online (scroll to the bottom)	No
*Reach the Lawmakers	addresses (postal and e-mail) & phone numbers for selected local, state and federal officials	Link from the Power User's list OR Get Answers Online OR In Your Community	No
	information on San Mateo County schools	Use <a href="#">in the library only</a> on a Webpac computer. Link from the Power User's list OR Get Answers Online (scroll to the bottom)	No
*STAT-USA	business resource from the US Dept. of Commerce: trade data, marketing, employment, economic indices & more	Use <a href="#">in the library only</a> on a Webpac computer. Link from the Power User's list OR Get Answers Online (scroll to the bottom)	No
*Super Search	searches library catalogs from the North Bay Cooperative system. Patrons w/cards can place holds	click on the button from the catalog page that says "Search Other Library Catalogs"	No to search, yes to place holds

The databases are made available through the Peninsula Library System, the consortium that provides computer services to all the libraries in San Mateo County. Representatives from all

the libraries meet on a regular basis to select and discuss the databases that will be acquired and then provide a period for testing in the library prior to selection.

In addition, the San Mateo Public Library subscribes to:

FiSonline – a business database from Mergent that includes company financial data from the Moody's Manuals.

Business Reference USA – a nation-wide online directory of U.S. companies.

Through technology, the library will increase communication with the schools. Beginning with the Student Research Center, the joint cooperative project with the schools, teachers can e-mail assignments to the library, general formats for work can be included on the website, improving library staff ability to assist students.

The computer will allow classes for students in general, while the joint cooperative project targets specific grades, once a training module is prepared for how to select resources, select and assess on-line information, this training will be made available to students.

The school and library joint service will target fourth and fifth grades, assisting students and their families by providing training and assistance in using the library for research through the on-line catalog, databases and the Internet. This program will use video links to the schools, linking with teachers by e-mail and voice-mail and dedicated and public computers at the library.

Training will be developed jointly by library staff, school library staff, and teacher and parent representatives. Library staff will provide training to classes through video conferencing and videos provided to school classrooms. Training will also be available to parents at the library and satellite sites. When students come to the library to work, a space will be provided with computers and reference material where they can use the skills learned through the classes. Volunteers will be available to assist the students and family members who are working with them.

There will be a framework for research assignments developed by teachers and library staff. Teachers will assist students in selecting and narrowing topics. The library training will then guide the students through the available resources, how to use the resources and how to select and assess on-line information. When students come to the library they will bring (or e-mail) an assignment sheet (template) in hand to follow and can receive guidance and assistance from volunteers and library staff as needed. There will be computers and a space assigned for use by these students and their families.